

SALT LAKE COUNTY TOURISM PROFILE

County Indicator	2008	2009	2010	% Change 2009-2010	State Ranking
DEMOGRAPHIC					
Population	999,553	1,016,795	1,033,910	1.7%	1
Total Non-Ag Employment	602,927	573,449	571,215	-0.4%	1
Non-Ag Avg Monthly Wage	\$3,470	\$3,551	\$3,623	2.0%	2
Per Capita Income	\$38,304	\$37,276	n/a	n/a	n/a
Unemployment Rate*	3.5%	6.8%	6.9%	1.5%	20
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$3,129,442,357	\$2,800,458,712	\$2,893,339,890	3.3%	1
Travel & Tourism Related Employment	61,862	54,021	54,471	0.8%	1
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$166,170,897	\$146,759,076	\$151,323,693	3.1%	1
Transient Room Tax	\$12,949,946	\$10,616,002	\$11,049,723	4.1%	1
Restaurant Tax	\$15,954,304	\$15,066,953	\$15,466,575	2.7%	1
Car Rental Tax	\$10,047,702	\$8,982,726	\$9,089,864	1.2%	1
Retail Sales					
Gross Taxable Retail Sales	\$20,175,436,187	\$19,417,268,473	\$18,688,337,010	-3.8%	1
REGIONAL VISITATION COUNTS					
Council Hall Welcome Center	56,129	63,791	65,704	3.0%	
S.L. Airport Passengers	20,790,400	20,432,218	21,016,686	2.9%	
Skier Days at Utah Resorts	4,249,190	3,972,984	4,048,153	1.9%	
Utah's Hogle Zoo	995,688	1,021,044	916,652	-10.2%	
This Is The Place H.P.	394,739	239,672	400,074	66.9%	
Church History Museum	194,459	179,265	182,414	1.8%	
Bingham Canyon Copper Mine	153,455	142,672	175,000	22.7%	
Great Salt Lake S.P.	214,127	213,289	249,085	16.8%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

r = revised

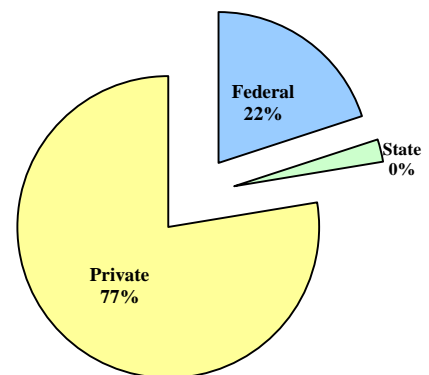
Land Ownership - 2010	No. of Acres	% Total
Total Acres in County	481,870	100.0%
Federal Government	98,291	20.4%
BLM	2,034	0.4%
US Forest Service	88,991	18.5%
National Park Service	--	--
National Wildlife Service	--	--
Other •	7,266	1.5%
State Government	11,872	2.5%
Utah State Parks & Recreation	274	0.1%
Utah State Wildlife Reserves	1,262	0.3%
State Trust Lands	277	0.1%
Other ••	10,059	2.1%
American Indian	--	--
Private*	381,764	79.2%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

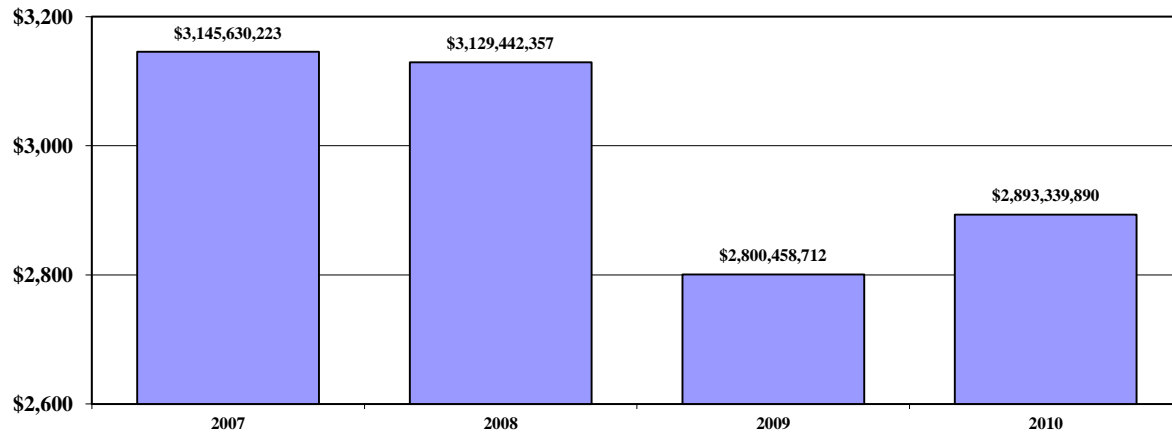
*May include some local government land

Land Ownership - 2010

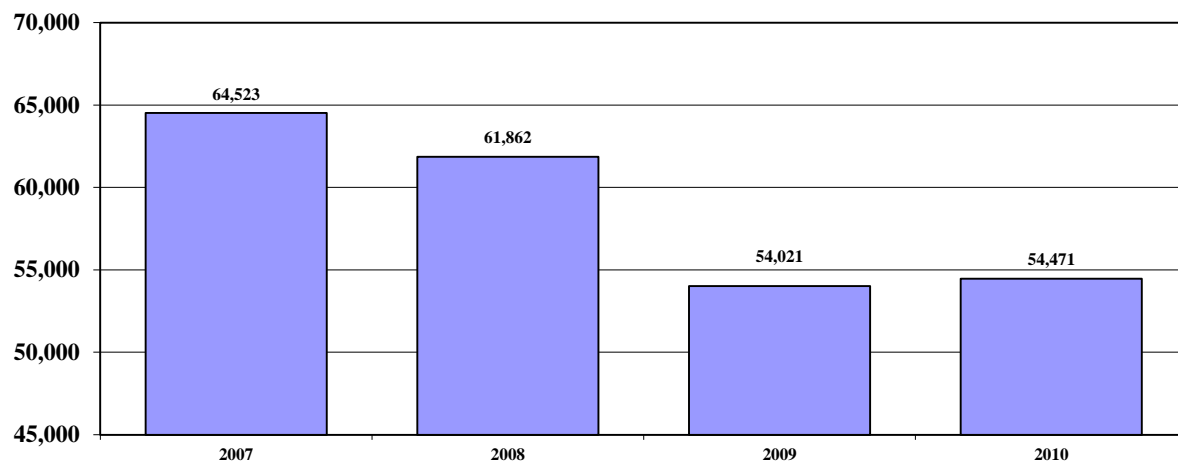


Salt Lake County Tourism Profile

Spending by Travelers (current dollars)



Travel & Tourism Related Employment



Transient Room Tax Collections (current dollars)

